
CONSUMER PERCEPTIONS AND ATTITUDES TOWARDS SHOPPING IN MODERN RETAIL AND COMPARISON WITH TRADITIONAL RETAIL

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Abstract

This article explores consumer perceptions and attitudes toward modern retail shopping, comparing them with traditional retail. The research employs a mixed-method approach, combining both quantitative and qualitative data. Quantitative data were gathered through questionnaires completed by 100 purposively selected respondents, while qualitative data were collected through documentation and interviews. The findings reveal that consumer perceptions and attitudes toward both retail formats are balanced and complementary, with each having its own set of advantages. Modern retail formats excel in terms of physical comfort, ease of access, and familiar store layouts, offering consumers a streamlined and efficient shopping experience. These modern spaces are designed with convenience in mind, providing amenities like air conditioning, spacious aisles, and clear signage, which contribute to a more comfortable and convenient visit. On the other hand, traditional retail formats stand out for their emotional closeness, social value, and stronger personal interactions between customers and store staff. In these settings, consumers often experience a more personalized shopping experience, where they can form relationships with store employees, engage in more intimate transactions, and receive tailored recommendations. This sense of community and personal connection in traditional retail can evoke feelings of trust and loyalty, which are less commonly found in the more transactional environment of modern retail. Overall, the study shows that while modern retail appeals more to consumers seeking convenience and efficiency, traditional retail continues to hold value for those looking for deeper social and emotional engagement. Both formats offer unique advantages, and the choice between the two often depends on the consumer's priorities and the specific shopping experience they seek.

Keywords: Consumer perception, consumer attitudes, modern and traditional stores

INTRODUCTION

The growth of modern retail, particularly the Alfamart and Indomaret chains, has dominated the modern retail landscape in Indonesia over the past decade. The expansion of this modern retail concept has penetrated various regions, even reaching rural areas. Pekanbaru City, Riau Province, is also an area consistently experiencing the presence of the Alfamart/Indomaret modern

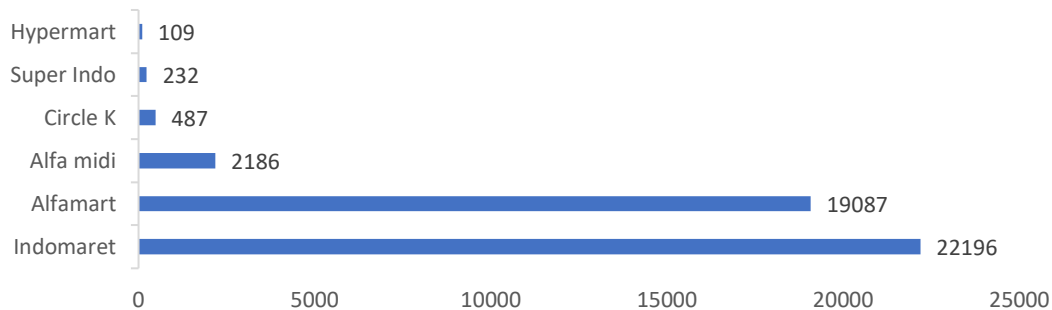
retail concept. These two modern retail chains have also had implications for changing consumer behavior and shopping choices, alongside other modern retailers and, of course, the continued existence of traditional retailers.

According to Euromonitor data in 2021 (in Pahlevi, 2022), there were approximately 3.57 million traditional retailers in Indonesia. This number significantly exceeds the accumulated

number of modern retailers (chart 1). This dominance indicates that traditional retailers remain the primary supporter of product distribution to end consumers. In line with these dynamics, modern retailers

increasingly demonstrate their influence through outlet expansion strategies, service standardization, and planned promotional programs (Chaniago et al., 2019; Pertiwi et al., 2023; Ong et al., 2020).

Figure 1: Number of Modern Retailers on a National Scale



Source: Kusnandar, 2024

Data from Graph 1 shows that modern retail chains such as Alfamart and Indomaret dominate Indonesia's modern retail market share. This dynamic has given rise to increasingly intense competition between contemporary and traditional retailers in terms of price and product, image creation, shopping experiences, and customer retention strategies. This competition ultimately leads to fundamental questions about how consumers perceive and behave toward these two retail formats, and how their interaction can impact the sustainability of traditional retail in urban areas. This condition is increasingly relevant given the

increasing penetration rate of modern retailers such as Alfamart/Indomaret in Pekanbaru City. In this competitive context, businesses must formulate effective, adaptive, and needs-oriented marketing strategies to build long-term satisfaction and loyalty (Huang et al., 2020; Abbas et al., 2021). Based on this background, this study aims to compare consumer perceptions and attitudes toward shopping at modern and traditional retailers to understand the implications of retail format competition on shopping behavior and the sustainability of the retail ecosystem in the region, particularly in Pekanbaru City.

Table 1. Total Shop Indomaret And Alfamart in Pekanbaru City

Shop Modern	Amount
Indomaret	228 Outlet
Alfamart	147 Outlet
AMOUNT	375

Source: Service City Industry and Commerce Pekanbaru, 2023

Several previous studies have examined the differences between modern and traditional retail, not only in sales formats but also in the construction of consumer perceptions,

service quality, pricing strategies, and proximity to consumers. Previous research findings indicate that modern retail is often associated with product completeness, convenient facilities, and

a more contemporary image. In contrast, traditional retail maintains bargaining power, personal relationships, and emotional closeness with buyers (Muhammad Alwi et al., 2023). Service quality emerged as a factor that consistently influences preferences and purchase intentions, with dimensions such as reliability, personal interaction, problem-solving, and operational policies proving relevant across both retail formats (Bulan et al., 2020). Meanwhile, differences in perceptions regarding price, service, product, and location are not always significant. Still, consumer preferences can shift based on socioeconomic context and ease of access, giving traditional retail a particular advantage in specific segments (Lestari et al., 2021).

Meanwhile, other studies specifically examine the impact of the presence of modern retail on the existence of traditional retail and show a relatively consistent pattern of findings. Aziza et al. (2023) reveal the existence of a difference in retail conditions before and after modern retail, with quantitative analysis confirming the negative influence of modern retail on the sustainability of traditional businesses. Findings similar to those described by Latif et al (2024) stated that the penetration of modern outlets close to conventional stores suppresses competitiveness. However, some players can adapt through product imitation and service innovation. Hidayatai M et al (2016) added the dimensions of distance, accessibility, and consumer behavior as differentiating factors in the development of the two formats, with the result that modern retail excels in the accessibility aspect, while consumer

shopping behavior tends to complement each other. Rusham (2016) emphasized that the rapid growth of modern markets without being balanced by zoning regulations and empowerment of traditional markets can erode the sustainability of conventional businesses. However, some consumers remain loyal due to relatively low prices and social interaction in transactions. Meanwhile, Nurmasari et al. (2019) highlighted the case of direct competition between the Alfamart/Indomaret minimarket chain and Waserda in Pekanbaru, concluding that the presence of modern retail triggered a decline in traditional traders' turnover due to discount pricing strategies, product completeness, and the convenience of the facilities offered, exacerbated by weak supervision of restrictions on the number of outlets and the distance between Alfamart/Indomaret retail establishments. As an in-depth study, this article will highlight consumer perspectives and attitudes in shopping in retail formats and their implications with a mixed-method approach that has not been carried out in previous studies.

THEORETICAL FRAMEWORK

Consumer Behavior

In various literatures on consumer behavior studies, the concept of consumer behavior clearly includes all individual and group activities in searching, selecting, purchasing, using, and evaluating products or services as a way to fulfill needs and desires (Kardes et al, 2011; Kardes et al, 2011; Solomon, 2006; Hoyer & MacInnis, 2008). This concept not only refers to the purchasing process, but also considers motives, attitudes, and various internal and external factors

that influence the decision (Mehmedovic, Melika Husic-Kukic, Slavo-Cicic, 2012). Thus, consumer behavior includes multiple psychological, social, cultural, and economic aspects influencing consumer decisions and actions. By studying consumer behavior, it is possible to know the characteristics and behaviors of consumers when making decisions and understand what they think, do, and what influences them.

Consumer Perception

In social psychology, perception is how individuals select, organize, and give meaning to information from their environment (Baron & Byrne, 2003). Perception can vary between individuals because it is influenced by various factors, both internal and external to the individual (Kotler et al., 2005). Narrowly, perception refers to how we see an object or event through the sense of sight, while broadly it includes how we understand or interpret a stimulus using the mind (Solomon, 2006).

Consumer Attitudes

Attitude is a factor that influences behavior because it is related to how a person sees, recognizes, and is motivated by something. An attitude is a mental state of readiness, which is formed and regulated based on experience and causes a certain impact or reaction of a person to people, objects, and situations related to them (Winardi, 2004). According to Notoatmodjo (2003), attitude is a reaction or non-visible reaction from a person to a stimulus or object. The attitude cannot be observed directly, but can only be interpreted first from the behavior that is not visible. Attitude is different from an open reaction or open behavior. Attitude is a readiness

to react to an object in a particular environment as an experience of the object. Another definition of attitude is conveyed by Schiffman & Kanuk (2007) in Suryani (2008), who state that attitude is an expression of feelings that come from within an individual that shows whether a person likes or dislikes, is interested or not interested, and agrees or disagrees with an object.

Retail

According to Paul et al (2016), a Retail store is a business unit that operates in the retail sector, selling goods or services directly to end consumers in the form of individual purchases or small quantities, both on a small scale, such as grocery stores, stalls, clothing stores, to large formats such as supermarkets, hypermarkets, or shopping centers. Its existence functions as a product distribution channel and as an interaction space that shapes consumer perception, satisfaction, and loyalty.

The retail market generates significant sales and employment (John et al., 2023). This sector creates diverse business opportunities, from small to large scale, and employs a considerable workforce across all levels of society. Its diverse formats reflect its ability to adapt to consumer needs and preferences. Furthermore, retail market activity drives the growth of supporting sectors such as logistics, advertising, and manufacturing, thus impacting economic stability and improving overall societal well-being.

In the Indonesian context, the term retail market is conflated with the concepts of supermarkets and modern markets. According to Minister of Trade Regulation Number 23 of 2021, a modern store/supermarket is a shop that sells a variety of goods and

services to consumers with fixed prices and self-service, taking the form of a minimarket, supermarket, department store, hypermarket, or wholesaler. Conversely, according to the Minister of Trade Regulation, a traditional market or people's market is a trading place consisting of kiosks, stalls, or similar facilities managed by local governments, state-owned enterprises (BUMN), regional-owned enterprises (BUMD), or the private sector that sells a variety of goods and services to consumers through a bargaining system.

METHOD

This study uses a mixed method that combines quantitative and qualitative approaches in one research context. This method was chosen to obtain answers to research questions, and data integration was carried out at the final interpretation stage to get a comprehensive understanding of the phenomenon being studied (Tashakkori & John W, 2007). The quantitative data collection technique uses a questionnaire filled out purposefully by 100 consumers of both types of retail. Documentary data and in-depth interviews are an integral part of the data collection process, which is analyzed using descriptive statistical procedures and qualitative data analysis with the stages of collection, reduction, display, and conclusion drawing. The population of this study includes all consumers aged ≥ 17 years or older who live in Pekanbaru City and have made purchases at traditional retailers (stalls, kiosks) or modern retailers (Alfamart/Indomaret) in the

last month, in accordance with the principle of population relevance to research variables.

RESULTS

A Glance at Retail Regulations in Pekanbaru City

In the context of Pekanbaru City, retail regulations are accommodated in Pekanbaru City Regional Regulation Number 9 of 2014 concerning the Management of Traditional Markets, Shopping Centers, and Supermarkets. The retail sector in Pekanbaru City is regulated to create a balance between modern and traditional business actors. The City Government places traditional markets, shopping centers, and supermarkets as a strategic part of the regional economy that must develop harmoniously, mutually beneficially, and synergistically. This arrangement is reflected in the retail structure of Pekanbaru City, which consists of traditional markets spread across various districts with kiosks, inns, and traditional stalls, and on one side, there are large-scale shopping centers, modern supermarkets, and minimarkets, which overall create a dynamic trading ecosystem that provides choices to consumers.

Respondent Profile

The respondent profiles in Table 1 below provide a brief overview of the demographic background of the study participants. This information includes distribution by gender, age, education, occupation, and income level, which serves as a baseline for understanding the characteristics of the respondents in the study.

Table 2. Respondent Profile

Characteristics	Category	Number (n)
Gender	Woman	59
	Man	41

Age (Years)	<25	7
	26-35	36
	46-55	20
	≥ 56	9
Education	Postgraduate	15
	Bachelor's Degree/Diploma	65
	High School and Below	20
Work	ASN	12
	Private sector team member	43
	Self-employed	19
	housewife	7
	Students	5
	Other	14
Income (Rp)	< 3,000,000	37
	3,000,000 - < 5,000,000	35
	>5,000,000	28

Source: Research results, 2023

The demographic characteristics of the respondents in this study involved 100 individuals with a gender composition of 59% female and 41% male. Most respondents were in the age range of 26–35 years (36%), followed by the age group of 46–55 years (20%), while those aged ≤ 25 years and ≥ 56 years each contributed 7% and 9%, respectively. In terms of education, 65% of respondents had a bachelor's degree or above, 15% had a high school degree or below, which indicates the respondents' capability in understanding and completing the questionnaire instrument adequately.

The distribution of employment status places private employees as the largest group (43%), followed by self-employed (19%), civil servants (12%), housewives (7%), students (5%), and other categories (14%). Meanwhile, monthly income distribution is relatively even: 37% of respondents earn below Rp 3,000,000, 35% in the Rp 3,000,000–<5,000,000 range, and 28%

above Rp 5,000,000. This diversity of work and economic characteristics supports the study's external validity in comparing consumer behavior in modern and traditional retail formats.

Validity Test

Validity is a measure that indicates the extent to which an instrument can measure what should be measured precisely and validly. A valid instrument means it is relevant to the research variables, produces accurate data, and has statement items aligned with the measured construct as reflected in the item-total correlation coefficient (r_{count}). The test is carried out by comparing r_{count} to r_{table} at a 95% confidence level ($\alpha = 0.05$), with the following criteria. If $r_{count} > r_{table}$, the item is declared valid, whereas if $r_{count} \leq r_{table}$, the item is declared invalid. Based on these criteria, the results of the validity test calculation for each statement item are presented in Table 2, which summarizes the values of r_{count} , r_{table} , and the status of the instrument's suitability in this study.

Table 3. Results of Validity Analysis of Attitude Questionnaire

Variables	Indicator	r-count	Decision
Perception	X1	0.728	Valid
	X2	0.714	Valid
	X3	0.799	Valid
	X4	0.756	Valid
	X5	0.751	Valid
Attitude	Y1	0.655	Valid
	Y2	0.719	Valid
	Y3	0.696	Valid
	Y4	0.718	Valid
	Y5	0.654	Valid

Source: SPSS, processed data, 2023

Based on the validity test results, all statement items showed a *calculated r value* greater than *the table r* at the 95% confidence level ($\alpha = 0.05$). This indicates that each item has a positive and significant correlation with the total score, thus it can be declared valid. Therefore, the instrument used has met the requirements for construct validity, meaning all items can measure the research variables accurately and validly.

Reliability Test

Reliability testing was conducted to assess the level of internal consistency of the research instrument, namely, the extent to which the

questions in each variable produce stable and reliable answers. Reliability was measured using the Cronbach's Alpha coefficient, where values closer to 1 indicate higher consistency. In this study, the assessment criteria were based on a general interpretation: an α value ≥ 0.70 is considered adequate (*acceptable*), while a value above 0.80 indicates high reliability. The calculation results for each variable are presented in Table 2, which summarizes the Cronbach's Alpha values and their categorical interpretations.

Table 4. Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Category
Perception	5	0.718	Good reliability
Attitude	5	0.805	Good reliability

Source: SPSS, data processed 2023

Based on the results of Cronbach's Alpha calculations for each variable, all research instruments showed α values above the threshold of 0.70. This indicates that each statement item in the related variable can consistently measure the same construct, making the instruments suitable for the subsequent analysis stage.

Recapitulation of Respondents' Answers

This section summarizes respondents' responses to all statements in the research variables, covering consumer attitudes and perceptions toward traditional and modern retail in Pekanbaru City. The data is presented in tabulated quantities and percentages to provide a

concise overview of the distribution of responses, making it easier for readers to identify trends, differences, and

response patterns that form the basis for the analysis in the discussion section.

Summary Table of Consumer Perceptions and Attitudes towards Modern Retail vs Traditional Retail

No	Statement	Modern Retail	Neutral	Traditional Retail
Perception				
1	Comfortable atmosphere	35	38	27
2	Visual Design	21	34	45
3	Layout familiarity	43	33	24
4	Emotional closeness	17	34	49
5	Services and physical facilities	42	33	25
Attitude				
6	Social values	10	15	75
7	Social functions and interactions	8	27	65
8	Physical fitness	55	28	17
9	Shopping habits and convenience	40	44	16
10	Location Accessibility	42	36	22

Source: processed data, 2023

Respondents tend to value modern retail more in terms of comfort, atmosphere, and physical facilities (scoring 35 and 42). Still, traditional retail leads significantly in terms of visual design and emotional closeness (45 and 49). Layout familiarity is also highest in modern retail (43), indicating the strength of navigation and layout features, but is less able to compete with traditional retail's visual appeal and emotional connection. Meanwhile, neutral scores indicate respondents often position themselves in the middle, reflecting a mix of perceptions that recognize the functional

advantages of modernity without completely abandoning traditional social and aesthetic values.

Traditional retail scored highest on attitudes, with social value (75) and interaction function (65) as the primary drivers of preference. Modern retail excelled in physical suitability (55) and location accessibility (42), but scored lower on social aspects (social value 10, interaction function 8). These findings indicate that while modern retail offers convenience and efficiency, traditional retail's emotional power and interaction are more potent in shaping positive consumer attitudes.

Table 5. Frequency Statistics and Average Score of Each Statement Item

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
N	Valid	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		.08	-.24	.19	-.32	.17	-.65	-.57	.38	.24	.20

Standard Error of Mean	.079	.078	.080	.075	.080	.066	.064	.076	.071	.078
Median	.00	.00	.00	.00	.00	-1.00	-1.00	1.00	.00	.00
Mode	0	-1	1	-1	1	-1	-1	1	0	1
Standard Deviation	.787	.780	.800	.750	.805	.657	.640	.763	.712	.778
Variance	.620	.608	.640	.563	.648	.432	.409	.581	.507	.606
Range	2	2	2	2	2	2	2	2	2	2
Minimum	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1
Maximum	1	1	1	1	1	1	1	1	1	1

Source: SPSS, processed data, 2023

Overall, items with negative average scores, especially Q2 Visual Design, Q4 Emotional Closeness, Q6 Social Values, and Q7 Social Function and Interaction, indicate that respondents associate these aspects more with the advantages of traditional retail. Conversely, positive average scores on Q1 Atmosphere Comfort, Q3 Layout Familiarity, Q5 Physical Services and Facilities, Q8 Physical Suitability, Q9 Shopping Habits and Convenience, and Q10 Location Accessibility confirm that respondents consider these aspects as superior characteristics of modern retail. Thus, a tendency towards negative scores indicates a preference for the uniqueness of traditional retail, while a tendency towards positive scores indicates recognition of the advantages of modern retail. These scores only provide a general overview of consumer preferences in shopping; in-depth interviews with consumers of both retail formats indicate that the choice to shop for needs in both formats is very functional and tends to complement each other.

DISCUSSION

The recapitulation of descriptions on the perception dimension shows that the main strength of modern retail lies in the

comfortable atmosphere, familiarity of the layout, service, and physical facilities. This reinforces previous findings that modern retail provides an impression regarding the comfort and physical facilities offered (Chaniago et al., 2019). Indomaret/Alfamart, as modern retailers in this study, show dominance in the appearance of sales locations that are easily recognized and provide a positive impression, thus familiarizing consumers when shopping (Maghfiroh et al., 2021). In this study, consumers' visual design and emotional closeness with modern retail received low approval and were more inclined towards traditional retail. This phenomenon indicates that increasing familiarity through clarity of brand identity and consistency of visual elements alone is not enough to emphasize the emotional dimension sought by consumers. Visual design with a strong local nuance in traditional retail, personal face-to-face interactions, and values of togetherness and mutual trust build a higher emotional closeness in traditional retail than modern retail (Maghfiroh et al., 2021).

Thus, consumer perceptions and attitudes toward modern and traditional retail form two distinct clusters: functional-operational and

affective-social. Modern retail, such as chain minimarkets, is viewed as a superior shopping channel for convenience, consistency, and speed. A uniform and familiar layout, complete physical facilities, and accessible locations make consumers feel more efficient in meeting their daily needs. This perception confirms that modern retail successfully addresses consumers' rational need for fast, orderly, and minimally disruptive shopping. Conversely, traditional retail captures consumers' hearts through the emotional closeness and sense of community inherent in local stalls. Personal yet straightforward visual designs, face-to-face interactions with shopkeepers, and the habit of bargaining create a social space where customers feel valued as buyers and as part of a mutually supportive community. Thus, traditional stalls serve as a medium for interpersonal relationships and a place for transactions, where the social-emotional dimension is even more valuable. These results support the theory that retail transformation in urban areas does not necessarily eliminate the role of traditional retail, especially if consumers find a balance between functional and emotional benefits in both formats. The practical implication is that the retail development strategy in Pekanbaru

needs to adopt a *co-existence approach*, where retail modernization goes hand in hand with the revitalization of traditional markets, which so far has been in line with Pekanbaru City Regional Regulation Number 9 of 2014 concerning the Management of Traditional Markets, Shopping Centers, and Supermarkets.

CONCLUSION

The results of this study reveal that consumer perceptions and attitudes are balanced, with both retail formats possessing their respective advantages. Modern retail formats are superior in physical convenience, ease of access, and familiar layouts, while traditional retail offers emotional closeness, social value, and stronger personal interactions. These differences in perception are reflected in consumer attitudes, with the functional dimensions of modern retail being appreciated, but the social and interactive aspects of traditional retail gaining more prominence. Although consumers tend to be neutral about shopping habits in both formats, assessments of social value and interactive functions indicate that traditional warmth remains a key attraction. However, strengthening and revitalizing traditional retail requires attention amidst the expansion of modern retail networks.

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